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US Travel
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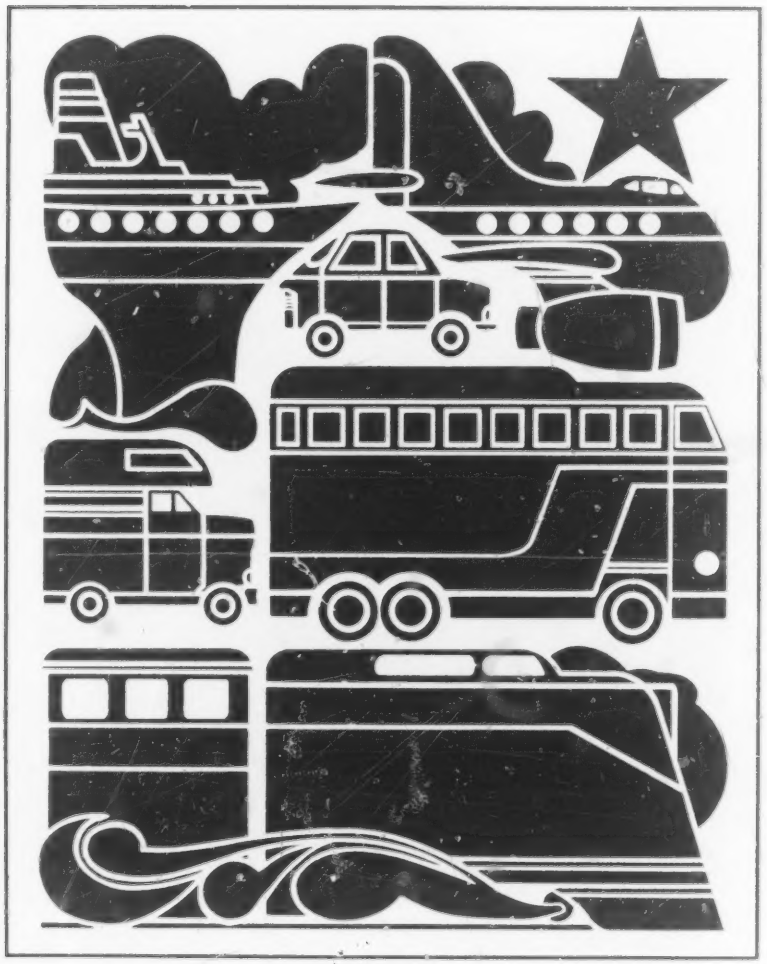
1987 Summer Travel Executive Briefing



A National Travel Survey Summary

US Travel Data Center • Two Lafayette Centre, 1133 21st Street, NW • Washington, DC 20036
(202) 293-1040

The US Travel Data Center is an affiliate of the Travel Industry Association of America

1987 SUMMER
TRAVEL EXECUTIVE BRIEFING:
A NATIONAL TRAVEL SURVEY SUMMARY

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The US Travel Data Center is the national, non-profit center of travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry, and travel-related industries. In pursuit of this objective the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives.

The US Travel Data Center is an affiliate of the Travel Industry Association of America (TIA), the national, non-profit association representing all components of the United States travel industry, the third largest retail industry in the nation.

Rossi Ralenkotter, Chairman

Dr. Suzanne D. Cook, Director

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1987 SUMMER TRAVEL EXECUTIVE BRIEFING: A NATIONAL TRAVEL SURVEY SUMMARY

EXECUTIVE SUMMARY

* June, July and August 1987 was a record summer for travel as it reached its highest level in the past five years and totaled 419 million person-trips.

* Every travel segment increased in summer 1987 and reached its highest level in the past five years.

* Business travel increased 24 percent, more than any other type of travel. A trend toward combining business, which reached 59 million person-trips, with other types of travel may have been a factor in the large increase in business travel.

* Weekend travel had the third largest increase of any travel type at 9 percent and reached its highest level in the past five years at 183 million person-trips.

* Average round-trip distances continued to fall, indicating a continuation of the trend toward long weekends and minivacations.

* Senior person-trips increased 10 percent, the largest increase registered by the 55 and over age segment in the past five summers. Also, more seniors took person-trips in summer 1987 (69 million) than in any of the past five summers.

* Gasoline prices were relatively low and helped spur the 6 percent increase in automobile travel.

* Lodging prices increased 8 percent from summer 1986 and may have had a negative effect on total lodging which remained stable after increasing 14 percent in summer 1986.

* Airline fares increased a modest 4 percent and air travel reached 72 million person-trips, its highest level in five years.

* The South-Atlantic was the most popular destination choice.

* The Mid-Atlantic region produced the largest number of inter-regional travelers, generating 23.1 more million person-trips than it received.

* Americans were most likely to travel by automobile, on vacation trips, without children and for pleasure reasons during summer 1987. They were also most likely to have household incomes of at least $20,000 and be between the ages of 25 and 54-years-old.

* Affluent Americans (residing in households with annual incomes of $40,000 or more) were more likely to travel longer distances, be air passengers and patronize hotels and motels than non-affluents.

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INTRODUCTION

Since 1979, the US Travel Data Center has conducted a monthly National Travel Survey to provide timely and relevant information on major trends in American travel activity. Seasonal and annual summaries of results are published regularly for use by Data Center members and other interested marketers and researchers. This summer report and other reports from the Data Center's National Travel Survey contribute to a better understanding of changing travel markets.

This summer edition is the first report in a series to be issued on a seasonal (Spring, Summer, Autumn, Winter) rather than a quarterly basis. Designed as a volume 1 summary of information about summer travel, this first TRAVEL EXECUTIVE BRIEFING is accompanied by a volume 2 report offering detailed trip and person-trip data without text.

Encompassing June, July and August, this 1987 SUMMER TRAVEL EXECUTIVE BRIEFING, measures travel by "person-trips." Person-trips are counted each time one person takes a trip one hundred miles or more away from home; therefore, each member of a travel party can be counted as a traveler. If a respondent travels with two other members of the household, one trip and three person-trips are counted. More detailed definitions of this and other terms used in the report are in "Appendix A: Glossary of Terms."

Because the sample for the National Travel Survey is representative of the contiguous United States adult population, data from this report are limited to travel by U.S. residents and do not include foreign visitor activity in the U.S.

FACTORS INFLUENCING TRAVEL

The Summer 1987 Economy

American consumers entered summer 1987 with slower growth in incomes, higher debt and lower savings than the previous months. Real disposable income, adjusted for taxes and inflation, began slowing down in April, May and June 1986 and by April 1987, incomes were slightly below their prior year level.

Despite the slow start at the beginning of summer 1987, the economy picked up and grew faster in July as spending rose. Still, consumer incomes rose very slowly and the upturn in consumer spending can be attributed to consumers' saving less. Overall, the combination of slower income growth and increases in consumer prices reduced real income.

TABLE 1: OVERALL U.S. ECONOMIC INDICATORS
(Percent Change From Previous Summer)

Measure	Summer 1987	Summer 1986
*Real GNP	+3.2%	+3.2%
Payroll Employment	+1.9%	+2.5%
Disposable Income	+6.7%	+5.3%
Personal Outlays	+7.7%	+6.7%
Consumer Price Index	+4.0%	+1.6%

Source: U.S. Department of Commerce, U.S. Department of Labor

*Available for July through September only.

By the middle of the summer, personal outlays were rising faster than income, while savings dwindled and debt climbed. One reason for the overspending may have been the optimism caused by the best employment prospects since the 1970s. At mid-August, initial claims for unemployment insurance fell below 300,000 for the first time since 1974. Pre-crash market gains may have also contributed to the euphoric consumer mood. Reflecting the high overall consumer confidence in the economy in August 1987, the Conference Board's Consumer Confidence Index reached its highest level since 1973. By September, the index had soared 33 percent since January, the longest and strongest rise since the very early stage of recovery in 1983.

The travel industry, along with other service industries, benefitted from the strong consumer spending in summer 1987. As shown in Table 2, travel prices outpaced consumer prices; nevertheless, summer 1987 was a record summer for travel. Rising gasoline prices did not appear to have a negative effect on travel, probably because gasoline prices -- even with an 11 percent increase over 1986 -- were still relatively low.

TABLE 2: TRAVEL PRICE TRENDS
(Percent Change From Previous Summer)

Measure	Summer 1987	Summer 1986
Gasoline	+10.8%	-26.6%
Airline Fares	+ 4.2%	+ 4.6%
Other Intercity Transportation	*	+10.8%
Intracity Public Transportation	+ 2.5%	+ 7.7%
All Transportation	+ 7.1%	-12.2%
Lodging	+ 7.9%	+ 2.8%
Food and Beverages Away From Home	+ 3.8%	+ 4.1%
All Travel Prices	+ 6.4%	- .3%

Source: US Travel Data Center's Travel Price Index

*Less than 0.5 percent.

Overall, summer 1987 ended with the pre-crash economy moving along briskly and even accelerating.

Weather Conditions

During June, the nation was warmer and dryer than usual, except for the South Central region which experienced below average temperatures and rainy weather. Heavy downpours occasionally interrupted persistently hot, humid July weather in the Mid-Atlantic and North Central States. However, the national precipitation level was below normal as measured by the wet-day index, with only the Pacific and Mountain regions experiencing above-normal precipitation and below-normal temperatures. The warm, dry weather of July continued into August and prevailed in the South Atlantic, East and West South Central regions. Again, the upper Mountain states were cooler and wetter than normal.

SUMMER TRAVEL OVERVIEW

Americans took more than 419 million person-trips in summer 1987, up 7 percent from the previous summer, making June, July and August 1987 a record season. In those three months in 1987, total travel reached its highest level and increased at a higher rate than any summer of the past five years. Also for the first time in five years, every travel segment increased by at least 2 percent in summer 1987 and no category dropped in number of total person-trips from the previous summer.

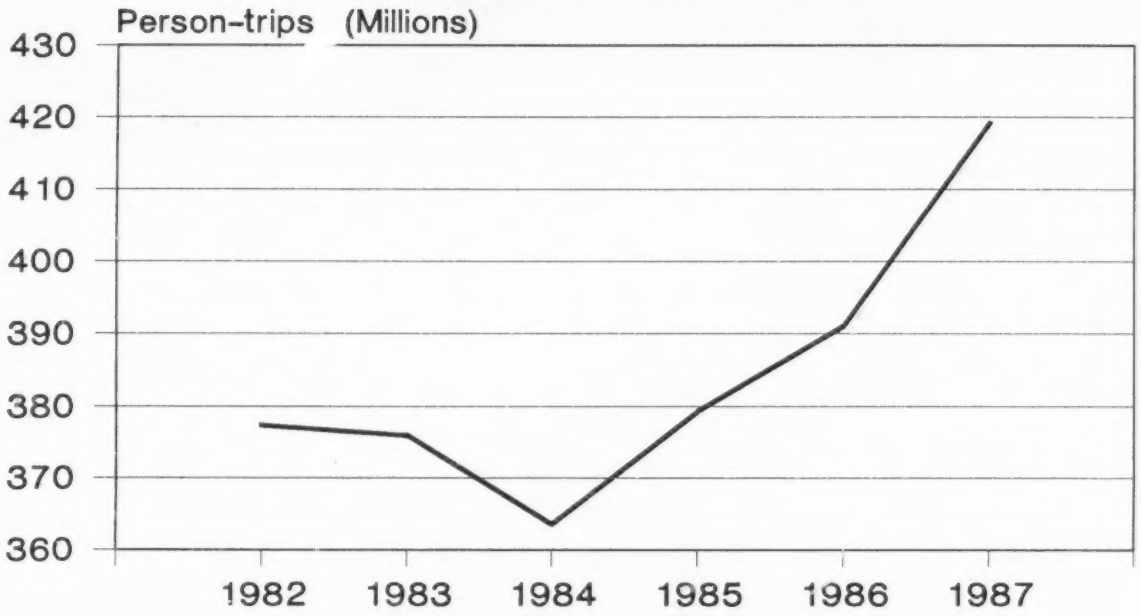
New trends emerged while others continued in summer 1987 as Americans traveled more frequently, stayed closer to home and traveled in smaller groups. The 13 percent drop in average round-trip distances and the 9 percent increase in weekend travel, the second largest increase of any travel category, suggest a strengthening of the trend toward long weekends and minivacations. Another important trend -- combining business with other travel -- appears to be a contributing factor in the significant 24 percent increase in business travel, by far the largest increase of any travel category for summer 1987.

Summer 1987 was a record season compared to the past five years, despite an 11 percent increase in fuel prices, an 8 percent increase in lodging prices and a 4 percent increase in airline fares.* Most likely, the increase in airline fares was too small to have a negative effect on air travel which increased 7 percent. Also, even though motor fuel prices rose, they were still considerably lower than they were prior to 1986 (gasoline prices fell an incredible 27 percent in summer 1986 from the previous summer). However, the increase in lodging prices appears to have had a detrimental effect on hotel/motel patronage which increased only 2 percent (on a person-trip basis) in summer 1987, much less than the summer 1985-86 increase of 14 percent.

*Travel price increases for summer 1987 were measured by the US Travel Data Center's Travel Price Index which is derived from the U.S. Department of Labor's consumer price data.

FIGURE: 1

VOLUME OF TRAVEL
SUMMERS 1982-1987



Note: Summer travel encompasses June, July and August.

Source: US Travel Data Center's National Travel Survey

PROFILE OF THE SUMMER 1987 TRAVELER*

Who were the Americans who took over 419 million person-trips in summer 1987?

The typical traveler during summer 1987 was married (60 percent), 41 years old (average age) and just as likely to be male (49 percent) as female (51 percent).

Nearly half of all travelers had at least completed some college (47 percent) and more than one-third (36 percent) had professional, managerial and technical jobs. Only 13 percent of summer travelers were retired.

Most summer travelers owned their own homes (68 percent) and lived in a household with two to four people (71 percent). Travelers were more likely to live in a household with two wage earners (41 percent) than a household with one wage earner (36 percent). Sixty-one percent lived in a household without children.

*Travelers are respondents who made one or more trips at least 100 miles away from home. Travelers are only counted once regardless of how many trips were taken or how many people were on the trip.

SUMMER TRAVEL ACTIVITY

Americans taking person-trips in summer 1987 typically traveled by car, truck or RV (78 percent), without children (61 percent) in an average travel party of 2 people. They traveled most often for pleasure purposes such as visiting friends and relatives, outdoor recreation or entertainment (79 percent). In total, 70 percent of summer travel was considered to be a vacation and only 14 percent of summer travel was classified as business travel.

The increasing popularity of shorter trips is evident by the 44 percent of summer 1987 travel that was a weekend or long weekend trip. Fewer than one in ten summer person-trips was a day trip (8 percent) and, on average, the overnight traveler taking person-trips was away 5.6 nights.

Summer travelers taking person-trips averaged 850 miles round-trip and were more likely to stay in commercial lodgings than with friends and relatives (44 percent vs. 37 percent).

The South Atlantic (23 percent), East North Central (13 percent) and the Pacific (11 percent) census regions were the three most popular destinations. The greatest number of travelers originated their trips in the South Atlantic (20 percent), East North Central (17 percent) and Mid-Atlantic census regions (14 percent).

TABLE 3: VOLUME OF PERSON-TRIPS, SUMMER 1987 and 1986

	Summer 1987 (millions)	Summer 1986 (millions)
Total	419.2	391.3
June	119.0	113.1
July	148.0	137.8
August	152.2	140.4

Source: US Travel Data Center's National Travel Survey

TABLE 4: PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS BY ROUND-TRIP DISTANCE, SUMMER 1987

	1987
200-299 miles	23%
300-399 miles	15%
400-499 miles	10%
500-599 miles	5%
600-999 miles	18%
1,000-1,999 miles	16%
2,000 miles or more	8%
Outside U.S.	6%
Total	100%
Average (miles)	850

TABLE 5: PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS BY MODE OF TRANSPORTATION, SUMMER 1987

	1987
Auto/truck/RV	78%
Airplane	18%
Bus	2%
Train	1%
Other	1%
Total	100%

TABLE 6: PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS BY TRIP DURATION, SUMMER 1987

	1987
No nights	8%
One night	9%
2 to 3 nights	36%
4 to 9 nights	33%
10 nights or more	14%
Total	100%
Average (if any)	5.6

Base: 419.2 million person-trips (Summer 1987)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

TABLE 7: PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS BY TYPE OF LODGING, SUMMER 1987

	1987
Home of friends/relatives	37%
Hotel/motel/motor hotel	44%
Rented cabin/condo/vacation home	5%
Owned cabin/condo/vacation home	4%
Camper/RV/tent	9%
Other	1%
No nights	8%
Total	100%

TABLE 8: PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, SUMMER 1987

	1987
Visit friends/relatives	34%
Entertainment/outdoor recreation	45%
Business/convention	14%
Other	7%
Total	100%

TABLE 9: PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS BY TRAVEL PARTY SIZE, SUMMER 1987

	1987
One	25%
Two	28%
Three	15%
Four	12%
Five or more	20%
Total	100%

Base: 419.2 million person-trips (Summer 1987)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

TABLE 10: PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS BY TRAVEL PARTY STRUCTURE, SUMMER 1987

	1987
One adult without children	25%
Two or more adults, without children	37%
One adult with children	7%
Two or more adults with children	31%
Total	100%

TABLE 11: PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS BY FAMILY INCOME, SUMMER 1987

	1987
Less than $10,000	8%
$10,000-$19,999	17%
$20,000-$29,999	22%
$30,000-$39,999	20%
$40,000 or more	33%
Total	100%

TABLE 12: PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS BY AGE, SUMMER 1987

	1987
Less than 18 years	17%
18-24 years	12%
25-34 years	22%
35-44 years	19%
45-54 years	14%
55-64 years	9%
65 years or older	8%
Total	100%

Base: 419.2 million person-trips (Summer 1987)

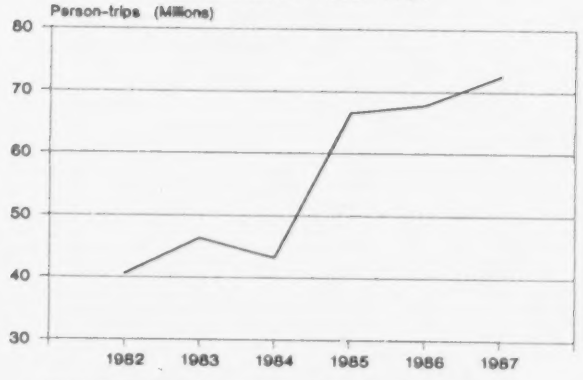
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

AIR TRAVEL

Despite confusing mergers, air traffic control problems and questions about safety, air travel reached 73 million person-trips in summer 1987, its highest level in the past five years. While airline full fares, which are only used by 8 percent of flyers, have steadily increased over the past five years, discount fares have increased less than the rate of inflation, according to Travel Agent Magazine (4/11/88). The reasonable fares may have helped spur the 7 percent increase in travel by airplane in summer 1987 from the previous summer.

FIGURE: 2

VOLUME OF AIR TRAVEL
SUMMERS 1982-1987



Note: Summer travel encompasses June, July and August.
Source: US Travel Data Center's National Travel Survey

Round-Trip Distance Summer 1987 saw a decline of terrorist activity abroad accompanied by a significant increase in air travel to destinations outside the U.S. Fear of terrorist attacks against Americans, the drop in the value of the dollar abroad and other factors appeared to have caused many Americans to change travel plans in summer 1986. Within the U.S., average round-trip distances in 1987 decreased by 19 percent from the previous summer, indicating an overall trend toward shorter trips.

TABLE 13: PERCENT DISTRIBUTION OF AIR PERSON-TRIPS BY ROUND-TRIP DISTANCE, SUMMER 1987 AND 1986

	1987	1986
200-599 miles	8%	8%
600-999 miles	15	15
1,000-1,999 miles	30	23
2,000 miles or more	29	43
Outside U.S.	18	11
Total	100%	100%
Average distance (miles)	1,980	2,350

Accommodations Americans traveling by airplane were nearly twice as likely to stay in hotel/motels (60 percent) as with friends and relatives (32 percent) in summer 1987. Despite a nearly 8 percent increase in lodging prices, the number of air travelers choosing hotel/motels increased 21 percent and the volume of those staying with friends and relatives decreased by 20 percent in summer 1987 from the previous summer.

TABLE 14: PERCENT DISTRIBUTION OF AIR PERSON-TRIPS BY TYPE OF LODGING, SUMMER 1987 AND 1986

	1987	1986
Home of friends/relatives	32%	41%
Hotel/motel/motor hotel	60	53
Other	9	7
No nights	9	4

Base: 72.5 million air person-trips (Summer 1987)
67.8 million air person-trips (Summer 1986)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Primary purpose of trip Thirty-three percent more air passengers traveled for business reasons in summer 1987 (22.5 million) than in summer 1986 (16.9 million). As the volume of business travel increased, the volume of travel by air to visit friends and relatives decreased by 8 percent during summer 1987.

TABLE 15: PERCENT DISTRIBUTION OF AIR PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, SUMMER 1987 AND 1986

	1987	1986
Visit friends/relatives	32%	37%
Other pleasure	35	38
Business/conventions	31	25
Other	2	1
Total	100%	100%

Profile of Air Travelers Americans traveling by airplane were more likely to travel farther, stay longer, and travel without children in smaller groups than automobile travelers. Air passengers were also more likely to have higher incomes and to be traveling for business reasons than automobile travelers.

TABLE 16: PERCENT DISTRIBUTION OF AIR AND AUTOMOBILE PERSON-TRIPS BY INCOME, SUMMER 1987

	Air	Automobile
Less than $20,000	20%	25%
$20,000-$39,999	31	45
$40,000 or more	48	30
Total	100%	100%

Base: 72.5 million air person-trips (Summer 1987)
67.8 million air person-trips (Summer 1986)
322.6 million auto person-trips (Summer 1987)

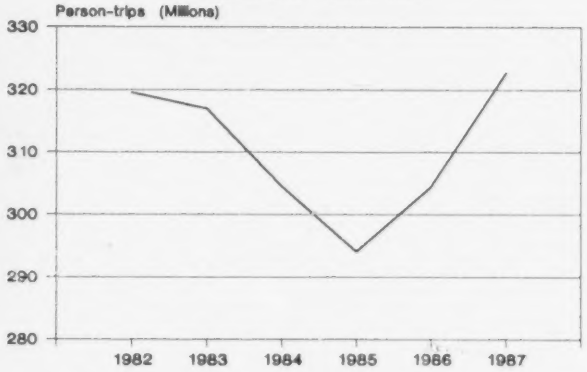
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

AUTOMOBILE TRAVEL

Automobile travel includes all travel described as "auto or truck with camper trailer or camping equipment," or "self-contained recreational vehicle (live-in camper)." Up 6 percent from summer 1986, automobile travel reached 323 million person-trips in summer 1987, its highest level in the past five years. Price sensitive to the cost of gasoline, summer travel by car slumped in summers 1984 and 1985 but began to increase again when surprisingly low gasoline prices in 1986 spurred car travel. Although, motor fuel prices increased by 11 percent in summer 1987 from summer 1986, gasoline prices were still considerably lower than in summers 1982-1985.

FIGURE: 3

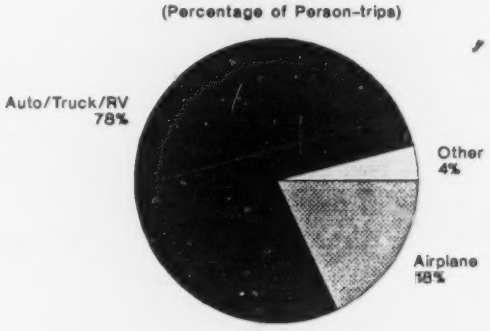
VOLUME OF AUTOMOBILE TRAVEL
SUMMERS 1982-1987



Note: Summer travel encompasses June, July and August.
Source: US Travel Data Center's National Travel Survey

FIGURE: 4

MODE OF TRANSPORTATION
SUMMER 1987



Note: Summer travel encompasses June, July and August.
Source: US Travel Data Center's National Travel Survey

Round-trip Distance The number of automobile person-trips involving 200-299 round-trip miles increased 35 percent in summer 1987, providing a strong indicator that there is a trend toward shorter trips such as long weekend and minivacation trips. The 13 percent drop in average round-trip distance for automobile person-trips in June, July and August 1987 provides more evidence of the trend toward shorter trips.

TABLE 17: PERCENT DISTRIBUTION OF AUTOMOBILE PERSON-TRIPS BY ROUND-TRIP DISTANCE, SUMMER 1987 AND 1986

	1987	1986
200-299 miles	28%	22%
300-499 miles	30	29
500-999 miles	24	30
1,000 miles or more	15	15
Outside U.S.	3	3
Total	100%	100%
Average distance (miles)	620	700

Accommodations Americans traveling by automobile chose to stay in almost equal proportions in hotel/motels (39 percent) and with friends and relatives (38 percent) in summer 1987. The most notable change in choice of accommodations for summer 1987 was in the volume of hotel and motel patronage which decreased by 9 percent from the previous summer.

TABLE 18: PERCENT DISTRIBUTION OF AUTOMOBILE PERSON-TRIPS BY TYPE OF LODGING, SUMMER 1987 AND 1986

	1987	1986
Home of friends/relatives	38%	38%
Hotel/motel/motor hotel	39	45
Other	23	20
No nights	8	6
Total	100%	100%

Base: 322.6 million auto person-trips (Summer 1987)
304.3 million auto person-trips (Summer 1986)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Reason for Trip Americans traveling by automobile were more likely to be seeking entertainment and recreation (51 percent) than air travelers (35 percent) in summer 1987. There was an even larger disparity between the share of auto travelers who took business person-trips (10 percent), and the share of air travelers who were traveling for business reasons (31 percent) in summer 1987.

TABLE 19: PERCENT DISTRIBUTION OF AUTOMOBILE AND AIR PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, SUMMER 1987

	Automobile	Air
Visit friends/relatives	37%	32%
Other pleasure	51	35
Business/convention	10	31
Other	3	2
Total	100%	100%

Profile of Automobile Travelers Americans taking person-trips by automobile traveled more often with children (43 percent) than those traveling by air (21 percent). Lower family incomes were more common among automobile travelers in summer 1987 than air travelers in the same time period -- 70 percent had family incomes of less than $40,000 vs. 52 percent of those taking air person-trips.

TABLE 20: PERCENT DISTRIBUTION OF AUTOMOBILE AND AIR PERSON-TRIPS BY TRAVEL PARTY STRUCTURE, SUMMER 1987

	Automobile	Air
One adult without children	19%	45%
Two or more adults, without children	37	35
One adult with children	7	6
Two or more adults with children	36	15
Total	100%	100%

Base: 322.6 million auto person-trips (Summer 1987)
304.3 million auto person-trips (Summer 1986)

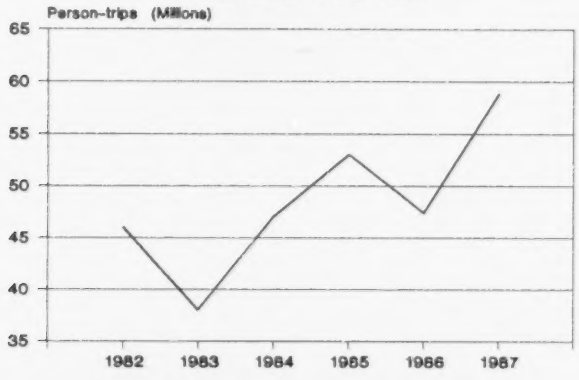
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

BUSINESS TRAVEL

Increasing more than any other travel category in summer 1987, business travel rose 24 percent to 59 million person-trips in summer 1987. Business travel includes travel when the purpose of the trip was described as "business" or a "convention, seminar, meeting." Many travelers are extending business trips to include some personal time for a minivacation and this trend toward combining business with pleasure travel may have contributed to the high increase in business travel. Healthy corporate profits in 1987 may have also contributed to the large increase in business travel.

FIGURE: 5

VOLUME OF BUSINESS TRAVEL
SUMMERS 1982-1987



Note: Summer travel encompasses June, July and August.
Source: US Travel Data Center's National Travel Survey

Mode of Transportation/Average Round-trip Distance Average round-trip distance increased 7 percent in summer 1987 compared to the previous summer and was accompanied by a logical increase in the proportion of airline travel for the same time period. Airlines seem to have made gains in attracting coveted business travelers with frequent flyer programs and restricted discount fares. Business travel by automobile was the only travel category in which automobile travel decreased (55 percent in summer 1986 vs. 52 percent in summer 1987). The decrease in proportion of business travel by automobile was limited to Americans taking business person-trips in their own cars as travel by rental car remained at 3 percent for both summers 1987 and 1986.

TABLE 21: PERCENT DISTRIBUTION OF BUSINESS PERSON-TRIPS BY MODE OF TRANSPORTATION, SUMMER 1987 AND 1986

	1987	1986
Auto/truck/RV	52%	55%
Rental Car	3	3
Airplane	44	39
Bus	2	2
Train	1	1
Other	1	2
Total	100%	100%
Average distance (miles)	1,100	1,030

Accommodations While use of hotel and motels decreased in other travel categories, business use of hotel/motels remained at 76 percent for both summers 1986 and 1987. One reason for the stability is that the business travel category is less price sensitive than the vacation and pleasure categories. Reflecting the trend toward combining business and pleasure, the average duration of business person-trips increased from 4.3 nights in summer 1986 to 4.9 nights in summer 1987. In every other non-business travel category, average duration decreased in 1987.

Reason for Trip Business travel for convention or related activities almost doubled from 13.3 million person-trips in summer 1986 to 24.7 million person-trips in summer 1987. Growth in the overall business category appears to be completely attributable to the expanding convention market, because travel for non-convention business purposes remained flat at 34.1 million person-trips for both summers 1987 and 1986. A rise in the number of conferences held and better marketing of existing conferences may have contributed to the increase in convention travel. Healthy corporate profits in 1987, indicating that companies could afford to send more employees to conventions, may also have been a factor in the significant increase in the proportion of convention travel.

Base: 58.8 million business person-trips (Summer 1987)
47.4 million business person-trips (Summer 1986)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Profile of Business Travelers The typical summer 1987 business traveler taking person-trips was male (63 percent), between 25 and 44-years-old (76 percent), and had an annual family income of $30,000 or more (63 percent).

TABLE 22: PERCENT DISTRIBUTION OF BUSINESS PERSON-TRIPS BY FAMILY INCOME, SUMMER 1987

	1987
Less than $20,000	14%
$20,000-$29,999	14
$30,000-$39,999	23
$40,000 or more	49
Total	100%

TABLE 23: PERCENT DISTRIBUTION OF BUSINESS PERSON-TRIPS BY AGE, SUMMER 1987

	1987
Less 25 years	14%
25-34 years	31
35-44 years	26
45-54 years	19
55 years and over	11
Total	100%

Base: 58.8 million business person-trips (Summer 1987)
47.4 million business person-trips (Summer 1986)

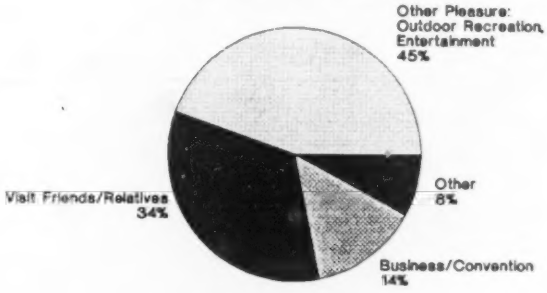
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

PLEASURE TRAVEL

Pleasure travel, the largest travel category, includes travel for entertainment, outdoor recreation and visits to friends and relatives. Reaching its highest level in the past five years, pleasure travel increased to 330 million person-trips in summer 1987, up 3 percent from the previous summer. Despite rising to such a high level, pleasure travel increased at a slower rate than other types of travel in summer 1987.

FIGURE: 6

PRIMARY PURPOSE OF TRIP
SUMMER 1987
(Percentage of Person-trips)



Note: Summer travel encompasses June, July and August.
Source: US Travel Data Center's National Travel Survey

Mode of Transportation The percentage share of Americans traveling for pleasure by air (16 percent) and automobile (81 percent) remained stable from summer 1986. Relatively low gasoline prices, although higher than in summer 1986, may have helped maintain the high proportion of Americans taking pleasure person-trips by automobile.

Round-trip Distance A trend among Americans to take shorter, closer-to-home trips, such as weekend or long-weekend trips, is related to the 19 percent decline in average round-trip distance. This trend toward shorter trips was further verified by the 37 percent increase in summer pleasure person-trips of only 200-299 round-trip miles.

TABLE 24: PERCENT DISTRIBUTION OF PLEASURE PERSON-TRIPS BY ROUND-TRIP DISTANCE, SUMMER 1987 AND 1986

	1987	1986
200-299 miles	24%	18%
300-499 miles	24	26
500-999 miles	23	27
1,000 miles or more	24	25
Outside U.S.	6	5
Total	100%	100%
Average distance (miles)	850	1010

Accommodations The share of pleasure travelers staying in hotels and motels (37 percent) and those staying with friends and relatives (37 percent) remained fairly stable from the previous summer when the proportion of hotel and motel patrons and those staying with friends and relatives was also evenly split (40 percent).

Profile of Pleasure Travelers The income distribution and age range of pleasure travelers was very similar to that of vacation and weekend travelers. As with vacation travelers, 46 percent of the summer 1987 pleasure travelers had annual family incomes of $30,000 or more and there was also an even distribution across the age ranges, indicating that families, which include travelers of all ages, constituted a major group of pleasure travelers. As in vacation travel, over half of the summer pleasure person-trips were taken for outdoor recreation and entertainment (57 percent) and less than half (43 percent) traveled to visit friends and relatives.

TABLE 25: PERCENT DISTRIBUTION OF PLEASURE PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, SUMMER 1987

	1987
Visit Friends and Relatives	43%
Outdoor Recreation	30
Entertainment	27
Total	100%

Base: 329.7 million pleasure person-trips (Summer 1987)
319.9 million pleasure person-trips (Summer 1986)

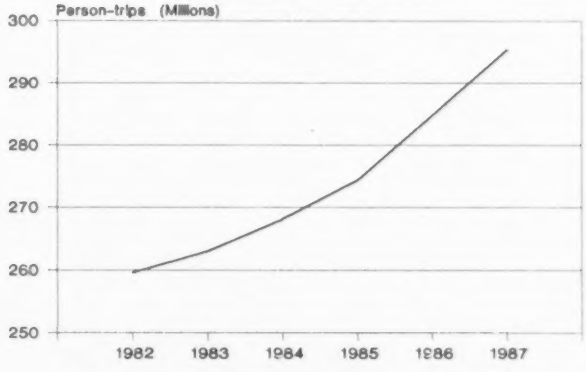
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

VACATION TRAVEL

Summer vacation travel has long been recognized as a mainstay of the travel industry, because Americans take more than three out of five trips for vacations and nearly 40 percent of all vacation travel occurs in the summer. Indicative of the overall travel year, 1987 was the best summer for vacation travel in the past five years, with Americans taking over 295 million vacation person-trips, 4 percent more person-trips than in summer 1986.

FIGURE: 7

VOLUME OF VACATION TRAVEL
SUMMERS 1982-1987



Note: Summer travel encompasses June, July and August.
Source: US Travel Data Center's National Travel Survey

Mode of Transportation The proportion of vacation travel by automobile (82 percent) and by air (14 percent) remained stable in summer 1987 compared to the previous summer, despite an 11 percent increase in gasoline prices and a 4 percent increase in airline fares. While gasoline prices did increase, they were still relatively low compared to the three summers before 1986 and did not appear to deter vacationers from using their cars.

Round-trip Distance Despite the lack of change in the proportion of vacation travel by automobile vs. air, there was an 8 percent decline in average round-trip distance in summer 1987 from the previous summer. A trend among Americans to take shorter, closer-to-home trips, such as weekend or long-weekend trips, is also related to the decline in average round-trip distance.

TABLE 26: PERCENT DISTRIBUTION OF VACATION PERSON-TRIPS BY ROUND-TRIP DISTANCE, SUMMER 1987 AND 1986

	1987	1986
200-299 miles	21%	19%
300-399 miles	15	16
400-499 miles	10	10
500-599 miles	5	9
600-999 miles	18	20
1,000-1,999 miles	17	11
2,000 miles or more	8	11
Outside U.S.	6	5
Total	100%	100%
Average distance (miles)	880	950

Accommodations The two most popular types of accommodations, homes of friends and relatives and hotels and motels, remained fairly stable in summer 1987 compared to the previous summer. Although commercial lodging rates went up nearly 8 percent in summer 1987, the proportion of vacationers using hotels and motels only dropped one percentage point. Average nights also remained flat, decreasing only slightly from 6.2 in summer 1986 to 6.1 in summer 1987.

TABLE 27: PERCENT DISTRIBUTION OF VACATION PERSON-TRIPS BY TYPE OF LODGING, SUMMER 1987 AND 1986

	1987	1986
Home of friends/relatives	39%	42%
Hotel/motel/motor hotel	41	42
Rented cabin/condo/vacation home	7	5
Owned cabin/condo/vacation home	5	4
Camper/RV/tent	10	9
Other	1	4
No nights	6	5
Total	100%	100%

Base: 295.3 million vacation person-trips (Summer 1987)
284.7 million vacation person-trips (Summer 1986)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Reason for Trip The proportion of vacation travel to visit friends and relatives in summer 1987 remained flat compared to the previous year (39 percent), but the share of vacation travel for recreation and entertainment decreased from 57 percent in summer 1986 to 53 percent in summer 1987.

TABLE 28: PERCENT DISTRIBUTION OF VACATION PERSON-TRIPS BY PURPOSE OF TRIP, SUMMER 1987 AND 1986

	1987	1986
Visit friends/relatives	39%	39%
Other pleasure	53	57
Business/convention	4	3
Other	4	1
Total	100%	100%

Profile of Vacationers Summer 1987 vacationers typically had annual family incomes of $30,000 or more (52 percent) and even distribution of vacationers by age suggests that families comprised a major part of the summer vacation market.

TABLE 29: PERCENT DISTRIBUTION OF VACATION PERSON-TRIPS BY TRAVEL PARTY SIZE, SUMMER 1987 AND 1986

	1987	1986
One	18%	14%
Two	27	30
Three	16	16
Four	15	21
Five or more	24	19
Total	100%	100%
Average	2.2	2.4

Base: 295.3 million vacation person-trips (Summer 1987)
284.7 million vacation person-trips (Summer 1986)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

TABLE 30: PERCENT DISTRIBUTION OF VACATION PERSON-TRIPS BY TRAVEL PARTY STRUCTURE, SUMMER 1987 AND 1986

	1987	1986
One adult without children	18%	14%
Two or more adults, without children	34	38
One adult with children	8	7
Two or more adults with children	39	42
Total	100%	100%

TABLE 31: PERCENT DISTRIBUTION OF VACATION PERSON-TRIPS BY FAMILY INCOME, SUMMER 1987 AND 1986

	1987	1986
Less than $10,000	7%	8%
$10,000-$19,999	18	15
$20,000-$29,999	23	32
$30,000-$39,999	20	18
$40,000 or more	32	27
Total	100%	100%

TABLE 32: PERCENT DISTRIBUTION OF VACATION PERSON-TRIPS BY AGE, SUMMER 1987 AND 1986

	1987	1986
Less than 18 years	22%	18%
18-24 years	12	15
25-34 years	20	20
35-44 years	17	16
45-54 years	13	13
55-64 years	8	10
65 years or older	8	8
Total	100%	100%

Base: 295.3 million vacation person-trips (Summer 1987)
284.7 million vacation person-trips (Summer 1986)

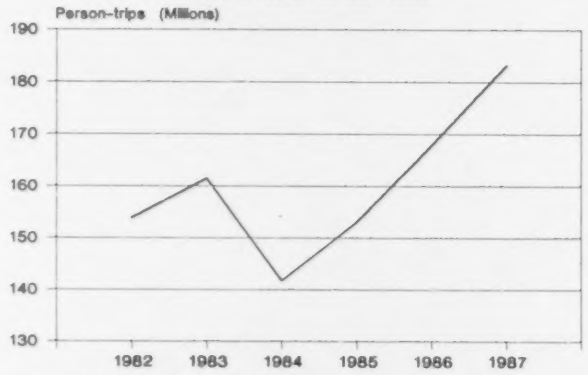
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

WEEKEND TRAVEL

Americans traveled on the weekend more often in summer 1987, taking 9 percent more person-trips than in the previous summer, but their trips averaged much shorter distances. Reflecting the overall trend toward sticking closer to home and taking more frequent trips, the number of summer weekend person-trips in 1987 increased to 183 million person-trips from 168 million person-trips and average round-trip distance decreased by almost 25 percent from the previous summer. Conflicting vacation schedules of two-income families may have contributed to the popularity of shorter and more frequent weekend travel.

FIGURE: 8

VOLUME OF WEEKEND TRAVEL
SUMMERS 1982-1987



Note: Summer travel encompasses June, July and August.
Source: US Travel Data Center's National Travel Survey

TABLE 33: PERCENT DISTRIBUTION OF WEEKEND PERSON-TRIPS BY ROUND-TRIP DISTANCE, SUMMER 1987 AND 1986

	1987	1986
200-299 miles	31%	24%
300-399 miles	19	22
400-599 miles	19	20
600-999 miles	17	16
1,000-1,999 miles	9	6
2,000 miles or more	4	9
Outside U.S.	2	3
Total	100%	100%
Average distance (miles)	600	750

Base: 183.1 million weekend person-trips (Summer 1987)
167.8 million weekend person-trips (Summer 1986)
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Mode of Transportation Weekend travel by car (85 percent) and air (11 percent) remained stable from summer 1986. Although gasoline prices rose 11 percent from the previous summer, the proportion of weekend travel by automobile only varied by one percentage point.

Accommodations Twelve percent more weekenders stayed with friends and relatives in summer 1987 while a smaller number stayed in hotels and motels (-8 percent) compared to summer 1986.

TABLE 34: PERCENT DISTRIBUTION OF WEEKEND PERSON-TRIPS BY TYPE OF LODGING, SUMMER 1987 AND 1986

	1987	1986
Home of friends/relatives	44%	43%
Hotel/motel/motor hotel	38	45
Other	19	15
No nights	1	2
Total	100%	100%

Profile of Weekenders Over one-fourth of the summer 1987 weekenders were young (26 percent were between 25 and 34 years old) and over two-fifths had annual family incomes of $30,000 or more and most traveled without children (61 percent). Weekenders also tended to travel in groups of two or more, with an average travel party size of 2.2 Over one-third (37 percent) of the weekenders traveled to visit friends and relatives, but even more left home to find recreation and entertainment (44 percent) in summer 1987.

TABLE 35: PERCENT DISTRIBUTION OF WEEKEND PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, SUMMER 1987 AND 1986

	1987	1986
Visit friends/relatives	37%	37%
Outdoor recreation/entertainment	44	50
Business/convention	10	8
Other	9	5
Total	100%	100%

Base: 183.1 million weekend person-trips (Summer 1987)
167.8 million weekend person-trips (Summer 1986)

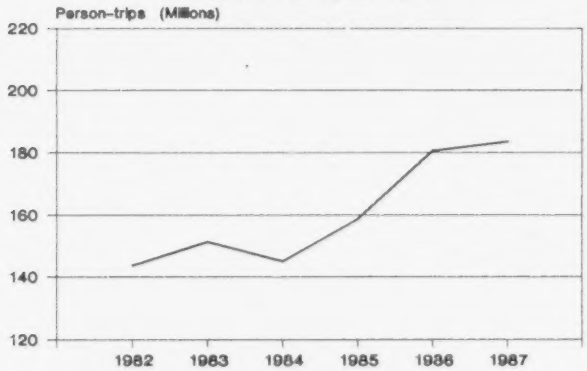
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

HOTEL/MOTEL LODGING

After increasing 14 percent in summer 1986, hotel and motel patronage remained stable in summer 1987. Lodging prices, which rose 8 percent in summer 1987, may have had a negative effect on usage.

FIGURE: 9

HOTEL OR MOTEL PATRONAGE
SUMMERS 1982-1987



Note: Summer travel encompasses June, July and August.
Source: US Travel Data Center's National Travel Survey

Number of Nights Hotel and motel patrons tended to stay either two to three nights (39 percent) or four to nine nights (35 percent) on person-trips in summer 1987. Hotel and motel patrons, who spent at least one night in a hotel or motel, averaged 5.4 nights, but may have spent some nights enroute or in other types of accommodations, while the average number of nights spent only in hotel or motels was 4.2.

TABLE 36: PERCENT DISTRIBUTION OF HOTEL/MOTEL PERSON-TRIPS BY TRIP DURATION, SUMMER 1987 AND 1986

	1987	1986
No nights	*	*
One night	10%	10%
2 to 3 nights	39%	39%
4 to 9 nights	35%	39%
10 nights or more	16%	13%
Total	100%	100%
Average number of nights in commercial lodgings	4.2	4.2

Base: 183.6 million hotel/motel person-trips (Summer 1987)
180.6 million hotel/motel person-trips (Summer 1986)
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Mode of Transportation The proportion of Americans staying in hotels and motels who traveled by air increased 25 percent from the proportion of hotel and motel patrons who traveled by air in summer 1986. Also, in summer 1987, patrons of hotels and motels were more likely than all Americans taking person-trips to travel by air (25 percent vs. 18 percent).

TABLE 37: PERCENT DISTRIBUTION OF HOTEL/MOTEL PERSON-TRIPS BY MODE OF TRANSPORTATION, SUMMER 1987 AND 1986

	1987	1986
Auto/Truck/RV	71%	78%
Airplane	25	20
Other	4	3
Total	100%	100%

Round-Trip Distance Hotel and motel patrons tended to travel farther and averaged 1,000 round-trip miles compared to an average of 850 miles for all Americans taking person-trips in summer 1987. One-half of hotel and motel patrons taking person-trips traveled 600 miles or more round-trip compared to 42 percent of all travelers taking person-trips.

TABLE 38: PERCENT DISTRIBUTION OF HOTEL/MOTEL PERSON-TRIPS BY ROUND-TRIP DISTANCE, SUMMER 1987 AND 1986

	1987	1986
200-299 miles	11%	15%
300-399 miles	15%	17%
400-499 miles	9%	7%
500-599 miles	6%	11%
600-999 miles	18%	18%
1,000-1,999 miles	22%	16%
2,000 miles or more	10%	11%
Outside U.S.	8%	6%
Total	100%	100%
Average distance (miles)	1,000	990

Base: 183.6 million hotel/motel person-trips (Summer 1987)
180.6 million hotel/motel person-trips (Summer 1986)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Primary Purpose of Trip The volume of hotel and motel patrons in summer 1987 who were traveling for outdoor recreation and entertainment (other pleasure) decreased from 113.8 million person-trips in summer 1986 to 90 million in summer 1987. Compared to summer 1986, a larger percentage of hotel and motel patrons were visiting friends and relatives and traveling for business reasons in summer 1987.

TABLE 39: PERCENT DISTRIBUTION OF HOTEL/MOTEL PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, SUMMER 1987 AND 1986

	1987	1986
Visit friends/relatives	25%	17%
Other pleasure	49	63
Business/convention	25	20
Other	1	1
Total	100%	100%

Profile of Hotel and Motel Patrons Hotel and motel patrons in summer 1987 were more likely to have annual family incomes of $40,000 or more (39 percent) than in the previous summer (29 percent). Compared to all travelers taking person-trips in summer 1987, hotel and motel patrons were more likely to travel by air, without children and in smaller travel party sizes.

TABLE 40: PERCENT DISTRIBUTION OF HOTEL/MOTEL PERSON-TRIPS BY INCOME, SUMMER 1987 AND 1986

	1987	1986
Less than $20,000	20%	17%
$20,000-$39,999	41	55
$40,000 or more	39	29
Total	100%	100%

Base: 183.6 million hotel/motel person-trips (Summer 1987)
180.6 million hotel/motel person-trips (Summer 1986)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

TABLE 41: PERCENT DISTRIBUTION OF HOTEL/MOTEL PERSON-TRIPS BY TRAVEL PARTY SIZE, SUMMER 1987 AND 1986

	1987	1986
One	31%	21%
Two	30	34
Three	16	13
Four	10	17
Five or more	13	16
Total	100%	100%

TABLE 42: PERCENT DISTRIBUTION OF HOTEL/MOTEL PERSON-TRIPS BY TRAVEL PARTY STRUCTURE, SUMMER 1987 AND 1986

	1987	1986
One adult without children	31%	32%
Two or more adults, without children	38	33
One adult with children	4	3
Two or more adults with children	27	31
Total	100%	100%

Base: 183.6 million hotel/motel person-trips (Summer 1987)
180.6 million hotel/motel person-trips (Summer 1986)

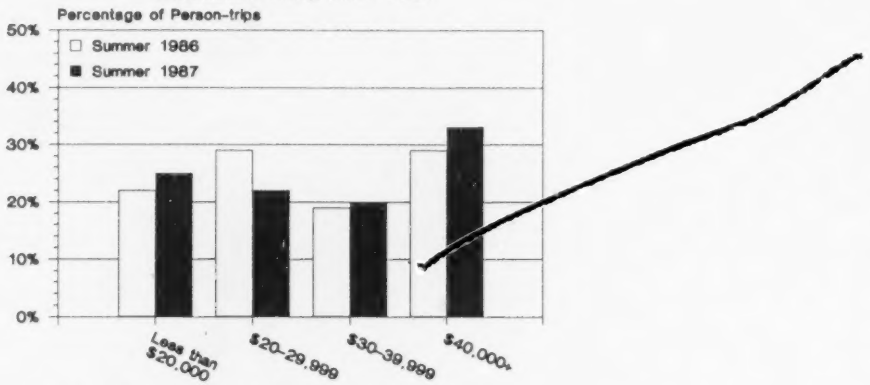
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

AFFLUENT TRAVEL

The most active income segment of travelers, those with the annual family incomes of $40,000 or more ("affluents"), accounted for 33 percent of all summer 1987 person-trips.

FIGURE: 10

FAMILY INCOME
SUMMER 1986 AND 1987



Note: Summer travel encompasses June, July and August.
Source: US Travel Data Center's National Travel Survey

Mode of Transportation Both affluents and non-affluents traveled most often by automobile, but a larger percentage of affluents were air passengers (23 percent).

TABLE 43: PERCENT DISTRIBUTION OF AFFLUENT AND NON-AFFLUENT PERSON-TRIPS BY MODE OF TRANSPORTATION, SUMMER 1987

	$40,000+	Under $40,000
Auto/Truck/RV	73%	84%
Airplane	23	12
Other	4	4
Total	100%	100%

Base: 136.4 million affluent person-trips (Summer 1987)
282.2 million non-affluent person-trips (Summer 1987)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Round-Trip Distance As may be expected, affluents more often traveled distances over 1,000 miles (31 percent) than non-affluents (18 percent). While the affluents tended to travel farther, a larger proportion of non-affluents took person-trips covering round-trip distances of less than 300 miles (26 percent) compared to the affluents (17 percent).

TABLE 44: PERCENT DISTRIBUTION OF AFFLUENT AND NON-AFFLUENT PERSON-TRIPS BY ROUND-TRIP DISTANCE, SUMMER 1987

	$40,000+	Under $40,000
200-299 miles	17%	26%
300-599 miles	28	33
600-999 miles	17	18
1,000 or more	31	18
Outside U.S.	8	5
Total	100%	100%

Accommodations Another significant difference between affluents and non-affluents was in their choice of lodging. Non-affluents were much more likely to stay with friends and relatives (38 percent) than affluents (26 percent). One-half of the affluents stayed in hotel/motels while only 37 percent of non-affluents chose those accommodations. Despite the significant differences in choice of accommodations, both groups spent the same number of nights on their trips.

TABLE 45: PERCENT DISTRIBUTION OF AFFLUENT AND NON-AFFLUENT PERSON-TRIPS BY TYPE OF LODGING, SUMMER 1987

	$40,000+	Under $40,000
Home of friends/relatives	26%	38%
Hotel/motel/motor hotel	50	37
Camper/RV/tent	5	10
Other	13	6
No nights	6	8
Total	100%	100%
Average number of nights (if any)	5.3	5.3

Base: 136.4 million affluent person-trips (Summer 1987)
282.2 million non-affluent person-trips (Summer 1987)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Profile of Affluent Travelers While affluent travelers did not differ strongly from non-affluents in terms of trip durations and travel party size and structure, there were major differences between the two groups on other trip characteristics. In comparison with non-affluents, affluents were more likely to take a person-trip for business reasons, travel longer distances, travel by air and patronize hotel and motels.

TABLE 46: PERCENT DISTRIBUTION OF AFFLUENT AND NON-AFFLUENT PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, SUMMER 1987

	$40,000+	Under $40,000
Visit friends/relatives	27%	40%
Other pleasure	48	46
Business/convention	21	11
Other	4	3
Total	100%	100%

Base: 136.4 million affluent person-trips (Summer 1987)
282.2 million non-affluent person-trips (Summer 1987)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

CENSUS REGIONS

The South Atlantic (Delaware to Florida) was clearly the most popular census region of final destination in summer 1987 (23 percent of total person-trips), followed by the East-North Central (Illinois to Wisconsin) at 13 percent and the Pacific (11 percent).

Not only was the South Atlantic the leading choice in destination regions, the largest percentage of travel (20 percent) originated in the South Atlantic during June, July and August. The East-North Central produced the second largest proportion of travel (17 percent) and the Mid-Atlantic was third (14 percent).

TABLE 47: PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS BY CENSUS REGION OF FINAL DESTINATION AND ORIGIN, SUMMER 1987

	NEW ENG	MID-ATL	STH ATL	W-S CNT	W-N CNT	E-S CNT	E-N CNT	MTN	PAC	OUT U.S.
Final Destination	4%	9%	23%	9%	10%	8%	13%	8%	11%	6%
Origin	3%	14%	20%	11%	9%	8%	17%	6%	12%	*

*Not reported for census region of origin.

The majority of travel to each census region originated in that same census region (intra-regional travel). West South Central had the highest percentage of intra-regional travel at 74 percent followed by West North Central with 63 percent and East North Central (61 percent). Overall, the proportion of travel from one region to another was widely dispersed as shown in Table 48 depicting travel from the nine census regions of residence to the nine census regions of destinations.

TABLE 48: PERCENT DISTRIBUTION OF TOTAL PERSON-TRIPS TO REGION OF FINAL DESTINATION, SUMMER 1987

	REGION OF FINAL DESTINATION								
	NEW ENG	MID-ATL	STH ATL	W-S CNT	W-N CNT	E-S CNT	E-N CNT	MTN	PAC
	15.0	35.9	97.4	36.0	41.4	31.6	54.4	32.0	46.9
Region of Origin									
New England	42%	5%	1%	*	*	*	4%	1%	1%
Mid-Atlantic	30	55	20	*	3	3	6	2	5
Sth. Atlantic	19	26	54	4	2	26	7	3	4
W-S Central	*	2	2	74	3	12	3	8	4
W-N Central	1	1	*	5	63	6	7	5	1
E-S Central	3	4	11	4	3	32	9	4	2
E-N Central	6	5	11	9	18	21	61	9	3
Mountain	*	*	*	2	3	*	1	36	19
Pacific	*	2	1	1	4	*	1	32	62

MODE OF TRANSPORTATION TO CENSUS REGIONS OF DESTINATION

Census regions on the east and west coasts were more likely to be reached by airplane than the other regions. While automobile was the primary mode of transportation for every region, certain regions were more likely to receive a larger proportion of air travelers than others. The Mountain region had the highest proportion of air travelers (31 percent) and the Pacific was second in share of travelers arriving by air (22 percent), followed by the Mid-Atlantic region at 19 percent.

TABLE 49: PERCENT DISTRIBUTION OF AIR AND AUTOMOBILE PERSON-TRIPS BY CENSUS REGION OF FINAL DESTINATION, SUMMER 1987.

	Region of Final Destination (millions)								
	NEW ENG	MID-ATL	STH ATL	W-S CNT	W-N CNT	E-S CNT	E-N CNT	MTN	PAC
	15.0	35.9	97.4	36.0	41.4	31.6	54.4	32.0	46.9
Mode of Trans-portation									
AUTO	80%	71%	85%	83%	84%	84%	82%	63%	72%
AIR	16	19	11	9	12	10	14	31	22

Inter-regional Travel By excluding travel originating and concluding in the same census region, data in Table 50 shows the net flow of travel from one census region to another (inter-regional travel). A plus sign indicates that a region attracted more travel than it produced and a minus sign indicates that a region attracted less travel than it generated.

The South Atlantic region was the top region in attracting travel outside its own census region in summer 1987, receiving 14.3 million more person-trips than it generated. Mountain (7.8 million), West North Central (1.9 million) and New England (1.3 million) were the only other regions of nine that received more travel than they generated.

New Jersey, New York and Pennsylvania (Mid-Atlantic region) were the top producers of travel to destinations outside their own regions, generating 23.1 million more person-trips than they received. Illinois, Indiana, Michigan, Ohio and Wisconsin (East North Central) were not far behind, producing 17.1 million more person-trips than they received. While East-South Central was the overall second most popular destination choice, it had a negative net flow and generated .7 million more person-trips than it received when data excluded travel from its own region. The third most popular destination choice (Pacific) in overall travel also generated more travel (2.9 million) than it received in summer 1987.

These net flows are strongly affected by seasonality of travel, because certain regions are more likely to attract warm weather travelers to its beaches or winter travelers to its ski resorts.

TABLE 50: MILLIONS OF PERSON-TRIPS BY INTER-REGIONAL TRAVEL, SUMMER 1987

	(MILLIONS OF PERSON-TRIPS)		
	TOTAL RECEIVED*	TOTAL ORIGINATED*	NET FLOW
South Atlantic	45.0	30.7	+14.3
Mountain	20.4	12.6	+ 7.8
West North Central	15.3	13.4	+ 1.9
New England	8.7	7.4	+ 1.3
East South Central	21.6	22.3	- 0.7
Pacific	18.0	20.9	- 2.9
West South Central	9.5	17.6	- 8.1
East North Central	20.8	37.9	-17.1
Mid-Atlantic	15.8	38.9	-23.1

*Excludes person-trips with the same census region of origin and destination.

The nine census regions of residence and final destination mentioned in this report are defined as follows:

New England - CT, ME, MA, NH, VT, RI

Mid-Atlantic - NJ, NY, PA

South Atlantic - DE, DC, MD, VA, WV, NC, SC, GA, FL

East South Central - AL, KY, MS, TN

West South Central - AR, LA, OK, TX

East North Central - IL, IN, MI, OH, WI

West North Central - IA, KS, NE, MN, MO, ND, SD

Mountain - AZ, CO, ID, MT, NM, NV, UT, WY

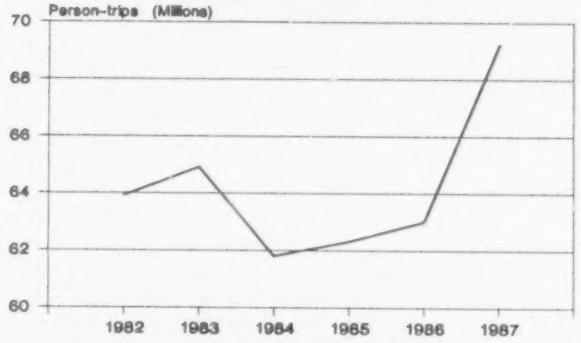
Pacific - CA, OR, WA

SENIOR TRAVEL

Seniors (Americans 55 and older), one of the fastest growing age segment of the population, took 17 percent of all person-trips in summer 1987. Reaching 69 million person-trips, an increase of 10 percent from summer 1986, the number of senior person-trips was at its highest level in five years. Not only did the number of senior person-trips reach its highest level in five years, it also increased at a higher rate in summer 1987 than any summer in the past five years.

FIGURE 11

VOLUME OF SENIOR (55+) TRAVEL
SUMMERS 1982-1987



Note: Summer travel encompasses June, July and August.
Source: US Travel Data Center's National Travel Survey

Mode of Transportation Seniors were just as likely to travel by airplane as non-seniors, but were less likely to travel by automobile (74 percent vs. 80 percent). While a smaller percentage of seniors drove cars on person-trips in summer 1987, a larger proportion of seniors rode buses compared to the non-seniors (5 percent vs. 1 percent).

TABLE 51: PERCENT DISTRIBUTION OF SENIOR AND NON-SENIOR PERSON-TRIPS BY MODE OF TRANSPORTATION, SUMMER 1987

	55 and Over	Under 55
Auto/Truck/RV	74%	80%
Airplane	20	18
Bus	5	1
Other	1	1
Total	100%	100%

Base: 69.2 million senior person-trips (Summer 1987)
350.0 million non-senior person-trips (Summer 1987)
Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Round-Trip Distance On the average, seniors traveled 850 round-trip miles and were more likely to take person-trips under 300 round-trip miles than non-seniors (28 percent vs. 22 percent).

TABLE 52: PERCENT DISTRIBUTION OF SENIOR AND NON-SENIOR PERSON-TRIPS BY ROUND-TRIP DISTANCE, SUMMER 1987

	55 and Over	Under 55
200-299 miles	28%	22%
300-399 miles	11	16
400-499 miles	9	10
500-599 miles	7	5
600-999 miles	21	17
1,000-1,999 miles	13	16
2,000 miles or more	7	9
Outside U.S.	3	5
Total	100%	100%
Average distance (miles)	850	n/a

Accommodations A larger proportion of seniors stayed with friends and relatives in summer 1987 compared to non-seniors (40 percent vs. 33 percent), but were almost as likely to stay in a hotel or motel (38 percent) as non-seniors (41 percent).

TABLE 53: PERCENT DISTRIBUTION OF SENIOR AND NON-SENIOR PERSON-TRIPS BY TYPE OF LODGING, SUMMER 1987

	55 and Over	Under 55
Home of friends/relatives	40%	33%
Hotel/motel/motor hotel	38	41
Other	15	18
No nights	8	8
Total	100%	100%

Base: 69.2 million senior person-trips (Summer 1987)
350.0 million non-senior person-trips (Summer 1987)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

Profile of Senior Travelers Travel to visit friends and relatives was more popular among seniors than non-seniors (45 percent vs. 33 percent). Overall, non-seniors were much more likely to travel in larger party sizes, with only 3 percent of seniors traveling in groups of four or more compared to 37 percent of the non-seniors.

TABLE 54: PERCENT DISTRIBUTION OF SENIOR AND NON-SENIOR PERSON-TRIPS BY PRIMARY PURPOSE OF TRIP, SUMMER 1987

	55 and Over	Under 55
Visit friends/relatives	45%	33%
Other pleasure	41%	48%
Business/convention	10%	15%
Other	4%	4%
Total	100%	100%

TABLE 55: PERCENT DISTRIBUTION OF SENIOR AND NON-SENIOR PERSON-TRIPS BY TRAVEL PARTY SIZE, SUMMER 1987

	55 and Over	Under 55
One	29%	24%
Two	53%	24%
Three	14%	16%
Four or more	3%	37%
Total	100%	100%

Base: 69.2 million senior person-trips (Summer 1987)
350.0 million non-senior person-trips (Summer 1987)

Note: Details may not add to totals due to rounding.
Source: US Travel Data Center's National Travel Survey

GLOSSARY OF TERMS

Affluent traveler. Any traveler who resides in a household with an annual family income of $40,000 or more.

Air Trip. Any trip where the one type of transportation used to cover most of the miles on that trip was given as "airplane."

Auto/Truck/RV Trip. Any trip in which the one type of transportation used to cover most of the miles on that trip was given as "auto or truck without camping equipment," "auto or truck with camper trailer or camping equipment," or "self-contained recreational vehicle (live-in camper)."

Business/Convention Trip. Any trip where the purpose of the trip was given as "business" or "convention, seminar, meeting."

Census Region of Origin/Destination. Regional breakdowns of the U.S. are as defined by the U.S. Bureau of the Census: New England, Mid-Atlantic, East North Central, West North Central, South Atlantic, East South Central, Mountain, and Pacific.

Destination. The place given by the respondent as the destination of the trip in answer to the question, "Thinking of this trip what is the name of the destination or farthest place you reached on that trip?"

Family. A "family" includes the household head and all relatives who are currently members of the household.

Family Income. The total combined income of the respondent's family.

Household. A "household" comprises all persons who occupy a "housing unit," that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Inside U.S. In this report, this term refers to all travel within the United States, including Alaska and Hawaii.

Lodging. Information was gathered on seven lodging categories: (1) homes of friends and relatives, (2) hotels, motels, motor hotels and tourist courts, (3) rented cabins, condominiums and vacation homes, (4) owned cabins, condominiums and vacation homes, (5) campers, trailers, recreational vehicles, and tents, (6) enroute, for example, nights spent in a common carrier, and (7) other.

Mode of Transport. Each trip is classified according to the respondent's answer the the question, "What was the one type of transportation used to cover most of the miles on this trip?" The survey gathers data by eight classifications: (1) Auto or truck without camping equipment, (2) auto or truck with camper trailer or camping equipment, (3) self-contained recreational vehicle (live-in trailer), (4) airplane, (5) bus, (6) train, (7) ship or boat, and (8) other.

Outside the U.S. The geographic area comprising all foreign destinations, excluding the contiguous U.S., Alaska, and Hawaii.

Person-Trip. This is a person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

Pleasure Trip. As used in the table columns, any trip where the purpose of the trip was given as "outdoor recreation (hunting, fishing, boating, camping)" or "entertainment (sightseeing, theater, sports)." .

Purpose of Trip. The respondent was asked to identify for each trip reported the "main reason for this trip." Responses were classified as follows: (1) visit friends and relatives, (2) Convention, seminar, meeting, (3) business, (4) outdoor recreation (hunting, fishing, boating, camping), (5) entertainment (sightseeing, theater, sports), (6) personal, family (medical, funeral, wedding), and (7) other.

The main purpose for the trip was ascribed to each person on the trip. If a trip was taken by the respondent and two other people traveling with him/her to visit friends and relatives, three person-trips were counted for this purpose.

In this report, travel for "convention, seminar, meeting," and "business" has been combined, and travel for "outdoor recreation," and "entertainment" has been combined into a "pleasure" category, in the table columns.

Respondent. This is the person completing the telephone interview.

Senior traveler. Any traveler who is 55 years or older.

Straight-Line Miles. This is a "great circle" distance approximation using mathematically derived coordinates (based upon longitude and latitude) and the Pythagorean Theorem. Straight-line miles are calculated by computer program and adjusted to trip distance for presentation in this report. See "Trip Distance."

Travel Party Size. Americans traveling together are categorized by size according to the number of household members on a trip.

Travel Party Structure. The age and number of family members on a trip determine the party structure of a trip.

Traveler. Respondents who made one or more trips at least 100 miles away from home are counted as travelers. Travelers are only counted once regardless of how many trips were taken or how many people were on the trip.

Trip. A trip is counted each time one person goes to a place at least 100 miles away from home and returns. The following types of trips are specifically excluded: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship, (2) commuting to a place of work, and (3) student trips to or from school.

In this survey, respondents are asked to report all trips of 75 miles or more, one-way, taken during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. This is done in an effort to minimize failure to report trips of 100 miles or more due to respondent error in recall.

Trip Distance. Trip distance is reported in terms of round-trip miles in this report. Round-trip miles are twice the calculated one-way, straight-line miles from origin to destination. These are calculated for domestic trips only. See "Straight- line Miles."

Trip Duration. This is the number of nights spent away from home on one trip. This includes nights spent at the destination and enroute. It is possible for a trip not to involve an overnight away from home if the traveler took a trip of 100 miles or more and returned home the same day.

Vacation Trip. Vacation was considered to be an occasion when trips are taken, but was not listed as a purpose or reason for travel. The respondent was asked for each trip reported, "Was this a vacation trip?"

Visit Friends/Relatives Trip. Any trip where the purpose of the trip was to "visit friends and/or relatives."

Weekend Trip. Each trip was classified as to whether it was weekend trip by asking the repondents, "Was this a weekend or long weekend trip" for each trip reported.

CENSUS REGIONS

The nine census regions of residence and final destination mentioned in this report are defined as follows:

New England - Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont

Mid-Atlantic - New Jersey, New York, Pennsylvania

South Atlantic - Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia

East South Central - Alabama, Kentucky, Mississippi and Tennessee

West South Central - Arkansas, Louisiana, Oklahoma and Texas

East North Central - Indiana, Illinois, Michigan, Ohio and Wisconsin

West North Central - Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota

Mountain - Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming

Pacific - California, Oregon, Washington (Alaska and Hawaii as destinations)

NATIONAL TRAVEL SURVEY QUESTIONNAIRE

TIME INTERVIEW BEGUN_____ FORM A

LOCATION NUMBER_____PHONE #_____ _____

Hello, my name is _____ and I am calling for the United States Travel Data Center. We are conducting a study to learn how often people in the United States take trips.

I'd like to begin by asking how many adults, age 18 and over, live in this household? _____ADULTS

FOR EACH ADULT, ASK:

What is the sex of the oldest adult? 1 MALE 2 FEMALE

What is the sex of the next oldest adult? 1 MALE 2 FEMALE

CONTINUE FOR EACH ADULT IN HOUSEHOLD. 1 MALE 2 FEMALE

1 MALE 2 FEMALE

IF MORE THAN FOUR ADULTS OVER AGE 18 LIVE IN HOUSEHOLD, DISCONTINUE INTERVIEW. DO NOT COUNT TOWARD QUOTA.

2. How many children under age 18 live in this household? _____

3. Did you take any trips away from home of 75 miles or more, ONE WAY, since January 1, 1986? Do not include trips taken in regular commuting to and from work or school, or trips taken as flight attendant or vehicle operator. 1 YES 2 NO - (GO TO P4)

4. Did you take any trips away from home of 75 miles or more, ONE WAY, between December 1 and December 31, 1987? Include trips than may have started in November but ended after December 1. 1 YES 2 NO - (GO TO P4)

IF "YES", ASK:

5. How many trips of 75 miles or more, ONE WAY, have you taken away from home since December 1, 1987? _____

6. What is your zip code number? ___ ___ ___ ___ ___

INTERVIEWER: CONTINUE ON NEXT PAGE TO OBTAIN TRIP DESCRIPTION. FILL OUT PAGES 2 AND 3 FOR EVERY TRIP TAKEN (Q.4) ABOVE.

TRIP #_____ ( ) IDENTICAL TO TRIP # 1

7. Thinking of your FIRST TRIP in December, how many other members of your household, if any, went on this trip? ____ HOUSEHOLD MEMBERS IF NONE, GO TO Q7. BELOW

IF ANY OTHER HOUSEHOLD MEMBERS WENT ALONG, ASK:

7a. Please give me the age and sex of each household member who went with you on that trip:

PERSON #1	_____ YEARS	1	MALE	2	FEMALE
PERSON #2	_____ YEARS	1	MALE	2	FEMALE
PERSON #3	_____ YEARS	1	MALE	2	FEMALE
PERSON #4	_____ YEARS	1	MALE	2	FEMALE
PERSON #5	_____ YEARS	1	MALE	2	FEMALE

8. Thinking of the entire trip, what was the total number of NIGHTS that you spent away from home? _____ NIGHTS IF NONE, GO TO Q11. BELOW

IF ANY NIGHTS SPENT AWAY FROM HOME, ASK:

9. Please tell me the names of each state or country in which you stayed OVERNIGHT on that trip. LIST IN LEFT COLUMN BELOW.

Q9. NAME OF STATE/COUNTRY	Q.10 # OF NIGHTS	Q.11 LODGING
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

10. How many nights did you spend in (EACH STATE/COUNTRY. ASK FOR EACH. TOTAL SHOULD EQUAL NUMBER OF NIGHTS AWAY IN Q7.)

11. In what types of lodging did you stay when were in EACH STATE/COUNTRY. ENTER LODGING CODE FROM LIST BELOW.

LODGING CODES:

1 FRIEND'S, RELATIVES HOME
2 HOTEL, MOTEL, MOTOR COURT, TOURIST COURT
3 RENTED CABIN, CONDOMINIUM, OR VACATION HOME
4 OWNED CABIN, CONDOMINIUM, OR VACATION HOME
5 CAMPER, TRAILER, RECREATIONAL VEHICLE, TENT
6 ENROUTE--DID NOT STAY ANYPLACE OVERNIGHT
7 OTHER (SPECIFY) _____

12. Thinking of this first trip, what is the name of the destination or the FARTHEST PLACE you reached on that trip?

PLACE, CITY, TOWN NAME _____

STATE, COUNTRY _____

13. Was this a vacation trip? 1 YES 2 NO

14. Was this a weekend or long weekend trip? 1 YES 2 NO 3 DON'T KNOW

15. What was the main activity on this trip? (ACCEPT ONLY ONE ANSWER)

1 VISIT FRIENDS OR RELATIVES
2 CONVENTION, SEMINAR, MEETING
3 BUSINESS
4 OUTDOOR RECREATION (hunting,fishing,boating,camping)
5 ENTERTAINMENT (sightseeing,theater,sports)
6 PERSONAL, FAMILY (medical,funeral,wedding)
7 OTHER (specify) _____

IF 1, 3, 4, 5, 6, 7, CIRCLED IN Q17. ASK:
15A. Did you attend a convention, seminar or trade show on this trip? 1 YES 2 NO

16. What was the one type of transportation used to cover most of the miles on this trip? (INTERVIEWER: READ CATEGORIES BELOW TO RESPONDENT.)

AUTO OR TRUCK WITHOUT CAMPING EQUIPMENT	1
AUTO OR TRUCK WITH CAMPER TRAILER OR CAMPING EQUIPMENT	2
SELF-CONTAINED RECREATIONAL VEHICLE (LIVE-IN CAMPER)	3
AIRPLANE	4
BUS	5
TRAIN	6
SHIP, BOAT	7
OTHER, (SPECIFY) _____	8

17. Did you rent a car at any time on this trip? 1 YES 2 NO

18. For this trip did you purchase a package tour which included at least a place to stay and transportation by air or bus for which you paid one price? 1 YES 2 NO

19. Did you consult a travel agent while arranging this trip? 1 YES 2 NO

IF YES, ASK:

20. Did you use the services of a travel agent to make any hotel or transportation reservations vacations for this trip? 1 YES 2 NO

VACATION TRAVEL INTENTIONS

Z1. How many vacation trips do you intend to take in the next six months?

0 1 2 3 4 5 6 7 8 9 OR MORE Y DON'T KNOW

IF ANY:

Z2. Thinking only of the longest vacation trip you intend to take, in what month will that trip probably end?

1 JANUARY	4 APRIL	7 JULY	O OCTOBER
2 FEBRUARY	5 MAY	8 AUGUST	X NOVEMBER
3 MARCH	6 JUNE	9 SEPTEMBER	Y DECEMBER

Z3. How many nights do you intend to be away from home on this trip? _____NIGHTS

Z4. In what type of lodging do you intend to spend most of the nights on this trip? (CIRCLE - READ IF NEED TO)

1 FRIEND'S, RELATIVE HOME
2 HOTEL, MOTEL, MOTOR COURT, TOURIST COURT
3 RENTED CABIN, CONDOMINIUM, OR VACATION HOME
4 OWNED CABIN, CONDOMINIUM, OR VACATION HOME
5 CAMPER, TRAILER, RECREATIONAL VEHICLE, TENT
6 OTHER (SPECIFY) _____
7 DON'T KNOW

Z5. In what state or country will your final vacation destination be (the farthest point you will reach)?

_____

Z6. Will your destination be more than 500 miles, one way, away from home? 1 YES 2 NO 3 DON'T KNOW

IF YES:

Z7. Will your destination be more than 1000 miles, one way, away from home? 1 YES 2 NO 3 DON'T KNOW

Z8. What one mode of transportation will be used to cover most of the miles on this trip? (INTERVIEWER: READ CATEGORIES)

1 AUTO OR TRUCK WITHOUT CAMPING EQUIPMENT
2 AUTO OR TRUCK WITH CAMPING EQUIPMENT
3 SELF CONTAINED RECREATIONAL VEHICLE
4 AIRPLANE
5 BUS
6 TRAIN
7 SHIP, BOAT
8 OTHER

Z9. Have you made any arrangements yet, such as transportation or hotel reservations for this trip? 1 YES 2 NO 3 DON'T KNOW

Z10. How may other members of your household, if any, will go with you on this trip? (CIRCLE ANSWER BELOW)

0 1 2 3 4 5 or more Y DON'T KNOW

IF ONE OR MORE ASK:
Z11. How many of those members are under 18 years of age? _____

DEMOGRAPHIC CHARACTERISTICS

D1. What is your marital status?
1 MARRIED
2 SINGLE, NEVER MARRIED
3 SEPARATED
4 DIVORCED
5 WIDOWED

D2. Are you currently employed full or part-time? 1 YES 2 NO

IF YES ASK:
D3. What is you occupation? _____

IF NO ASK:
D4. Are you looking for work? 1 YES 2 NO

D5. Are you retired? 1 YES 2 NO

D6. What is the last grade that you completed in school?
1 LESS THAN HIGH SCHOOL
2 HIGH SCHOOL COMPLETE
3 COLLEGE INCOMPLETE
4 COLLEGE COMPLETE
5 GRADUATE WORK

D7. Do you own or rent your home?
1 OWN
2 RENT

D8. How many full-time or part-time wage earners live in this household?

1 ONE
2 TWO
3 THREE OR MORE
4 NONE

D9. How old are you? _____

D10. Is you family income less than $10,000 per year, between $10,000 and $19,999, between $20,000 and $29,999, $30,000 and $39,999 or more than $40,000 a year?

1 LESS THAN $10,000
2 BETWEEN $10,000 AND $19,999
3 BETWEEN $20,000 AND $29,999
4 BETWEEN $30,000 AND $39,999
5 $40,000 OR MORE
6 REFUSED

D11. Which of the following credit cards does your household have?

1 VISA
2 MASTERCHARGE
3 AMERICAN EXPRESS
4 CARTE BLANCHE
5 DINERS CLUB
6 TELEPHONE CREDIT CARD
7 NONE OF THESE

D12. Sex of respondent: 1 MALE 2 FEMALE

THANK YOU FOR THIS INTERVIEW.
NAME OF INTERVIEWER _____ DATE _____
TIME INTERVIEW ENDED _____ LENGTH OF INTERVIEW _____

NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is based upon data collected each month by telephone interviews from a national probability sample of 1,500 adults (age 18+) representing the total adult, civilian, non-institutional population of the contiguous United States.

The sample design is a two-stage, stratified, internally replicated national probability sample. The first stage of stratification is the nine census regions in the contiguous United States, omitting Hawaii and Alaska. The second stage is Areas of Dominant Influence (ADIs) within each of the census regions.

Each month, a new sample is drawn. However, because the primary and secondary sampling units are the same in each month, the successive samples are "matched," thus improving the trendability of the data.

To construct the sample, the entire country is divided into the nine regions defined by the U.S. Bureau of the Census, except that Hawaii and Alaska are excluded from the Pacific region. Within each region, the Areas of Dominant Influence (ADIS) are arrayed in terms of population. These ADIs form the primary sampling units of the sample.

Within each ADI, counties are arrayed by population. Within each county, minor civil divisions (MCDs) are arrayed in terms of population. From this listing for each region, systematic random sampling is used to select a sample of MCDs.

A total of 500 sampling units is chosen overall. There are actually eight separate matched samples, each consisting of 62 or 63 sampling units. Each of these eight matched samples, or internal replicates, permits data-based estimates of sampling error utilizing the well-known procedures developed by Professor John Tukey.

For each of the 500 minor civil divisions (MCDs) selected, the actual sampling point is defined as the largest telephone book containing the minor civil division. Since each MCD in the United States has a chance of selection proportional to its population, and since each MCD is associated with one and only one telephone book, each telephone book has a probability of selection proportional to the number of people living in the area and not to the number of telephones whether listed or unlisted.

An equal number of telephone numbers is selected from each telephone book in such a way that every number listed in the book has an equal chance of being selected. These numbers form a base for the sample, but since they are all listed numbers, they are not used for actual calling. Rather, a random digit is systematically added to the listed numbers selected so as to give a random sample of both listed and non-listed numbers. This takes advantage of the fact that unlisted numbers are randomly distributed over all telephone numbers.

The procedure gives every telephone household a known (and approximately equal) chance of selection into the sample. To extend the sampling procedure to individuals, a systematic random respondent selection procedure is required. In this sample, potentially heavier travelers within households are over-sampled.

In projecting results, an unequal probability of selection of individuals is corrected by weighting all respondents where the weight given each individual is inversely proportional to the probability of selection of the individual. Such weighting is used to correct for the limitation of one respondent per household in order to give a more accurate count of all trips taken and to correct for unequal probabilities of selection among household members. Weighting is also done when necessary by demographic factors to compensate for any random variation in response.

A national probability sample of at least 1,500 U.S. adults (age 18 or older) is contacted by telephone each month. Each respondent is asked about all trips of 75 miles or more, one-way, he or she took during the month immediately preceding the interview. Those trips subsequently calculated to be less than 100 miles in one-way, straight-line distance are excluded from the estimates of trips. Starting in 1986, data are also being collected on trips of less than 100 miles which included one night or more spent in paid accommodations. Demographic information is collected from all 1,500 respondents.

In addition, a random sample of 1,000 respondents (both travelers and non-travelers) are asked a series of questions concerning vacation travel intentions.

SAMPLE CHARACTERISTICS
SUMMER 1987

Number of telephone interviews completed	4,592
Number of respondents reporting one or more qualifying* trips	1,811
Total number of qualifying trips	2,596

*A trip must be at least 100 miles away from home to qualify for the National Travel Survey.

SAMPLING ERROR: SUMMER 1987

Theoretical estimates for the key projections of this survey are only able to provide a rough indication of sampling error, because of weighting, clustering and response rate. For these reasons, the sample was designed to utilize the method of internal replication to obtain a more accurate measure of actual sampling error. In this method, the total sample is constructed or built up from a series of matched samples of small size. Each of these smaller samples is itself a national probability sample as described in Appendix D. Each sample can thus be viewed as a sample of the universe of all households in the United States. The variation between samples can be used to give an indication of the sampling error.

For this study, a total of eight matched samples was utilized. Each of these consisted of 62 or 63 primary sampling units. Each of the samples was drawn so as to give the proper proportion of respondents in each travel region and in metropolitan and non-metropolitan areas. The table below indicates the confidence intervals at the 95% confidence level based on this internal replication approach. The basic estimates of sampling error were supplied by Dr. Michael Rappeport of RL Associates, Princeton, New Jersey, and suggest the confidence intervals for the trip estimates contained in this report.

TRIP OR TRAVELER CHARACTERISTICS	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
DESTINATION REGION		
New England	5%	±2*
Mid Atlantic	11	±2*
South Atlantic	25	±3
East South Central	9	±2*
West South Central	9	±2*
East North Central	15	±2
West North Central	11	±1*
Mountain	12	±2*
Pacific	13	±2*
Outside U.S.	6	±2*

*Due to the small estimated percentage of trips for this category, the relative error is high. This estimate, therefore, should be used with care.

TRIP OR TRAVELER CHARACTERISTICS	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
ORIGIN REGION		
New England	5%	±1*
Mid Atlantic	16	±2
South Atlantic	17	±4
East South Central	7	±2*
West South Central	11	±2*
East North Central	17	±2
West North Central	8	±2*
Mountain	6	±2*
Pacific	13	±1*
TRIP DISTANCE		
200-299 miles	20%	±2
300-399 miles	15	±2
400-499 miles	9	±1*
500-599 miles	6	±2*
600-999 miles	18	±8
1,000-1,999 miles	16	±6
2,000 miles or more	10	±7*
Outside U.S.	6	±2*
TRIP DURATION		
No nights	10	±1*
One night	9	±2*
2-3 nights	36	±4
4-9 nights	29	±3
10 nights or more	16	±2
FAMILY INCOME		
Less than $10,000	16	±1
$10,000-$19,999	21	±2
$20,000-$29,999	17	±2
$30,000-39,999	14	±1*
$40,000 or more	15	±1
Refused	17	±6

*Due to the small estimated percentage of trips for this category, the relative error is high. This estimate, therefore, should be used with care.

TRIP OR TRAVELER CHARACTERISTICS	PERCENT OF TRIPS	95% CONFIDENCE INTERVAL
TYPE OF LODGING		
Home of friends/relatives	34	±2
Hotel/motel/motor hotel	49	±2
Other	15	±4
No overnight stay	10	±1*
PURPOSE OF TRIP		
Visit friends/relatives	36	±4
Recreation/entertainment	43	±2
Business/convention	22	±2
MODE OF TRANSPORTATION		
Auto/truck/RV	69	±2
Air	23	±4
VACATION TRIP		
Vacation	63	±2
Not a vacation	37	±2
WEEKEND TRIP		
Weekend	40	±4
Not over weekend	60	±4

*Due to the small estimated percentage of trips for this category, the relative error is high. This estimate, therefore, should be used with care.